



bortond@gmail.com
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TEACHING EXPERIENCE

Graphic/Web Design Assistant Professor (2019-Present)

Lansing Community College - Lansing, MI

- Instruct traditional, hybrid and online Graphic and Web Design courses within program area while continually working to evolve and improve instructional techniques.
- Recently provided a comprehensive update to Graphic and Web Design academic program, degree, curriculum and assessment methodologies while collaborating with faculty in the Arts & Communication programs to develop cross-disciplinary opportunities for student engagement.
- Provide ongoing advising, mentoring and portfolio reviews for culturally and educationally diverse student population.
- Engage in scholarly activities and participate in service activities in support of the college and its mission.
- Curriculum development scope of work includes creating engaging online course templates, training modules, content and project development, rubric design and blended solutions for different learning styles utilizing Universal Design for learning principles.
- Collaborate with professional advisory committee group to counsel and advise program.
- Work with college administration, regional high schools, career centers and four year colleges on dual enrollment and articulation agreements.

Graphic Design Faculty (1997-2012)

Kellogg Community College - Battle Creek, MI

- Served as program coordinator throughout tenure to collaborate with adjunct faculty, advisory committee, students and college administration to constantly grow and improve program.
- Instructed traditional, hybrid and online courses within program area including Adobe Illustrator, InDesign, Photoshop, Dreamweaver, Pre-Press, Printing, Flash, QuarkXpress, Graphic Design I & II, HTML, CSS, Web Design, Advertising, Typography, Portfolio Review and Internship.
- Served on college committees in support of the college as requested throughout academic year.
- Collaborated with career centers to establish articulation for dual enrollment program for local high schools.

RELEVANT PROFESSIONAL EXPERIENCE

Graphic/Web Designer - Contract (2018-2019)

Sparrow Health System- Lansing, MI

- Led creative strategy and execution for organization marketing and branding for multiple audiences to support the organizational culture and core messaging.
- Scope of work included graphic and web design, storyboarding, digital ad unit and social media design, landing, consumer persona development, research, branding, core messaging, merchandise design, video direction and editing, presentations, and marketing layout materials including postcards, flyers and sales material.
- Required highly efficient utilization of InDesign, Photoshop, Illustrator, Dreamweaver, HTML, CSS and PowerPoint.

Graphic Designer (2016-2018)

Kellogg Company - Battle Creek, MI

- Collaborated with executive leadership teams to plan content and strategy to support overall corporate branding And culture in-line with presentations.
- Managed project workflows with multiple teams and channels throughout design process with ability to be agile while coordinating revisions and updates.
- Required highly efficient utilization of Adobe Creative Suite, PowerPoint, Articulate, Keynote and Excel.

RELEVANT PROFESSIONAL EXPERIENCE (continued)

Creative Director (2012-2016)

Comlink/Everstream - Grand Rapids, MI

- Led creative strategy and execution for multiple brands with a focus on brand position and differentiation related to trends and patterns in the given industries.
- Presided over all aspects of department workflow for graphic design, social media, web development, SEO, digital marketing, application development, public relations, photography, video, and outreach.
- Managed creative team while providing framework for progressive culture that promotes innovation and teamwork.
- Collaborated with sales and marketing to progressively evolve corporate brand identity to support the core messaging of the company.

PROFESSIONAL SKILLS

Interpersonal: Delivery and presentation; ability to strategize big picture; mentorship and training; adept at leading group dynamics and discussions; client management and relationship building; outgoing personality and great work ethic; highly organized, honest, and knack for multitasking; self-motivated with ability to motivate others.

Occupational: Creative & Art Direction, Graphic Design, Web Design, Usability and User Experience, Illustration, Animation, Photography, Digital & Traditional Marketing, Advertising, Business Development.

Computer/Software: MAC OS, Windows, Microsoft Office Suite, Adobe Premiere Pro, Dreamweaver, Photoshop, Illustrator, InDesign, Keynote, HTML, CSS, Drupal, Wordpress, FTP, QuarkXpress, Client/Server Development, SEO & Social Media Marketing, Content and Learning Management Systems such as D2L, Blackboard, Moodle and Canvas.

EDUCATION

Master of Arts in Communications (2001)

Western Michigan University - Kalamazoo, MI

Bachelor of Fine Art (1993)

Kendall College of Art & Design - Grand Rapids, MI

RECENT COURSES & TRAINING COMPLETED

- "Transformative Learning Through Teaching" (2022)
- "Diversity & Inclusion Training" (2021)
- "Chosen Name and Chosen Pronoun Initiative" (2021)
- "Unconscious Bias" (2021)
- "Accessibility Training" (2020)

PUBLICATIONS

- Dreamweaver CS5 Owner's Manual: A Comprehensive Guide Featuring Reading and Project Based Learning, 2 Moon Press (2012) ISBN: 978-1-938110-66-5
- Borton, D. 2007. Scientific Journals International, Journal of Creative Work, Volume 1, Issue 1
- Macromedia Freehand 9: Digital Illustration, Prentice Hall (2000) ISBN: 0-13-032524-4
- Artwork featured in The Art of Teaching Art: A Guide for Teaching and Learning the Foundations of Drawing Based Art (2000) ISBN: 0-19-513079-0

ASSOCIATIONS AND COMMITTEES

- Lansing Community College Online Strategic Plan Group (2021 - Present)
- Lansing Community College Graphic Design Operating Plan Committee (2020 - Present)
- Lansing Community College Graphic Design Advisory Committee (2019 - Present)
- Kalamazoo Valley Community College Web Design Advisory Committee (2016 - 2018)
- Muskegon Community College Web and Graphic Design Advisory Committee (2015 - 2016)
- Calhoun Area Career Center Graphic Communications Advisory Committee (2000 - 2012)
- Kellogg Community College Graphic Design Advisory Committee (1997 - 2012)
- Kellogg Community College National Accreditation Committees (1997 - 2012)

VOLUNTEER AND COMMUNITY SERVICE

- Tennis Assistant and Instructor, Minges Hills Athletic Club (2020 - Present)
- Art Instructor, Brushes with Benefits (2018 - Present)
- Battle Creek Art Center Area Show Juror (2017)
- Art Instructor, Battle Creek Art Center (2014 - 2016)
- Web Site Design and Advisor, First Wesleyan Church (2014-2016)
- Tennis Coach, Kellogg Community College (2002 - 2004)

HIGHLIGHTS & AWARDS

- "Creative Business Development Achievement Award", Comlink, Grand Rapids, MI (2016)
- Awarded commemorated status for commissioned poster for city of Battle Creek (2007)
- Solo Design Exhibit. Davidson Art Gallery, Battle Creek, MI (2004 & 2007)
- KCC Starfish Teaching Award (2005)

PORTFOLIO AND STUDENT WORK

<http://www.douglasborton.com>

REFERENCES

Paul Ohm, Ph.D.
Retired President
Kellogg Community College
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